



**Smart Tourism
the networked future**

destination ecosystems
disruption and reengineering
agility & competitiveness

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www.bournemouth.ac.uk/tourism
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
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(since 2017)

The Editors encourage articles that explore knowledge and theory and provide an innovative future perspective that adds value to all tourism stakeholders globally.

TOURISM REVIEW PUBLISHES THREE TYPES OF PAPERS


- Research Papers (both empirical and conceptual)
- State of the Art papers (synthesis of literature)
- Cutting edge papers (latest contemporary topics/ PhD research/emerging topics)

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TTRAEurope2019: Tourism in the era of connectivity
8-10 April 2019, Bournemouth University
Department of Tourism and Hospitality
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Industry networking events and Best Professional Practice



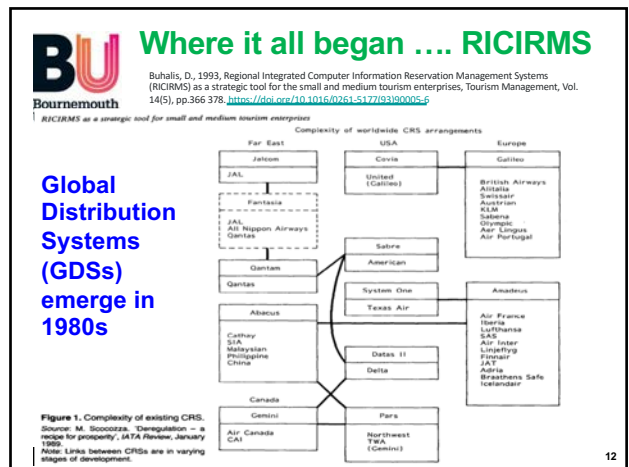
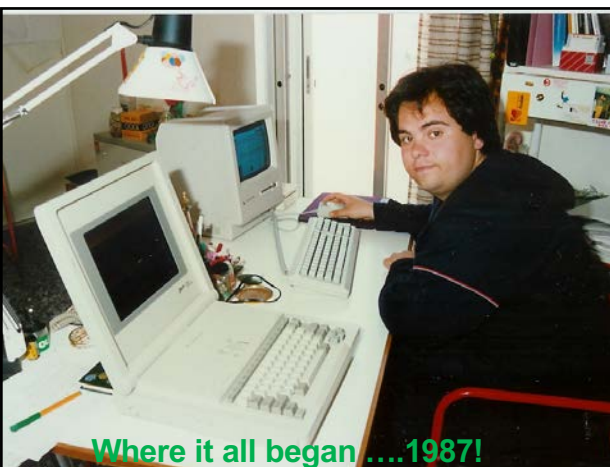
NEW EVENTS: <https://microsites.bournemouth.ac.uk/tourism/events/>

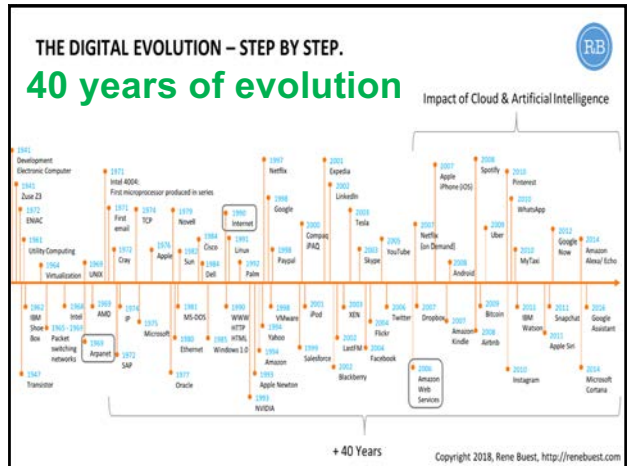
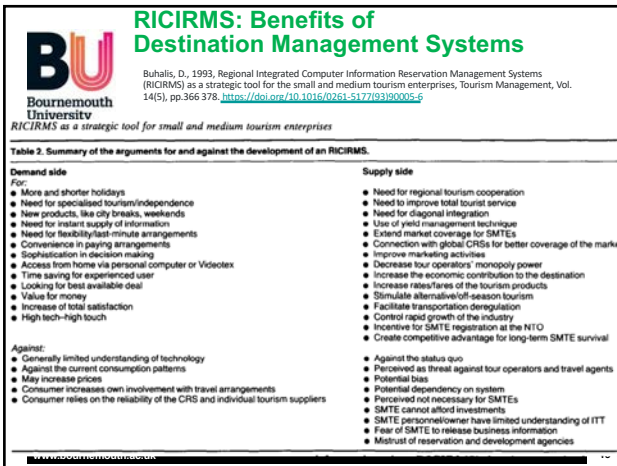
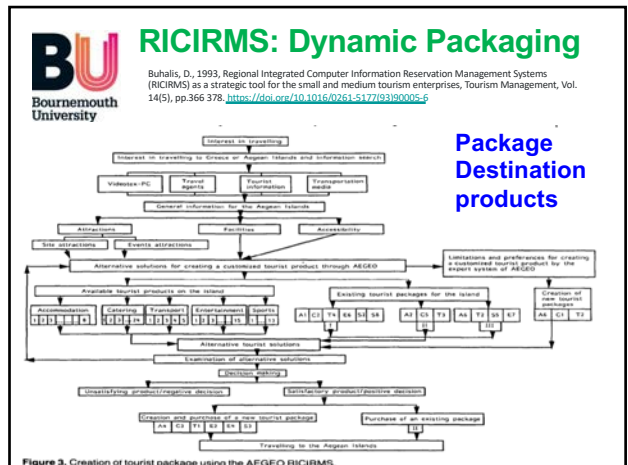
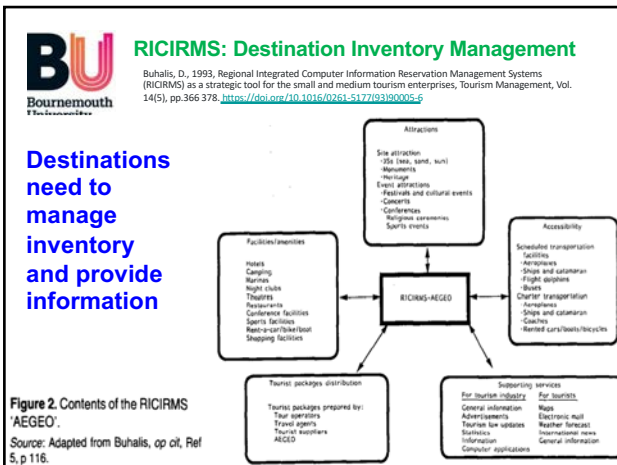
 Wed 21st November 2018
 Tourism and Hospitality @ Bournemouth University
 Employability day

Wednesday, 28 November 2018
 Artificial Intelligence for Tourism and Hospitality –
 IFITTalk Bournemouth University <https://invrui.com/BU-IFIT-A/>

Thursday 7- Friday 8 February 2019
 Bournemouth University Tourism & Hospitality Fusion Conference,
 Grange City Hotel London

Monday 8- Wednesday 10 April 2019, TTRAEurope2019,
 Tourism in the era of connectivity, Bournemouth University Department
 of Tourism and Hospitality www.bournemouth.ac.uk/ttra





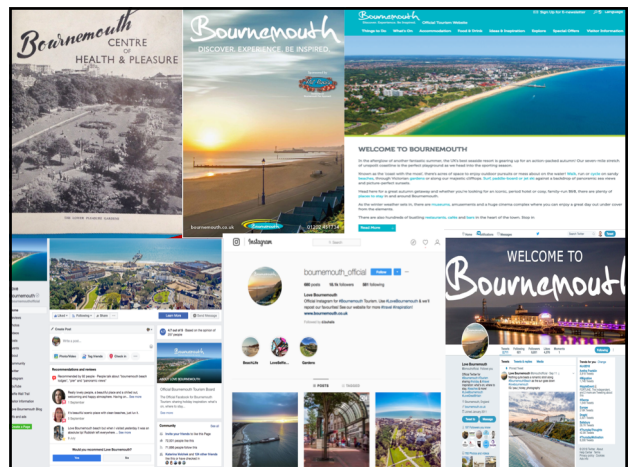
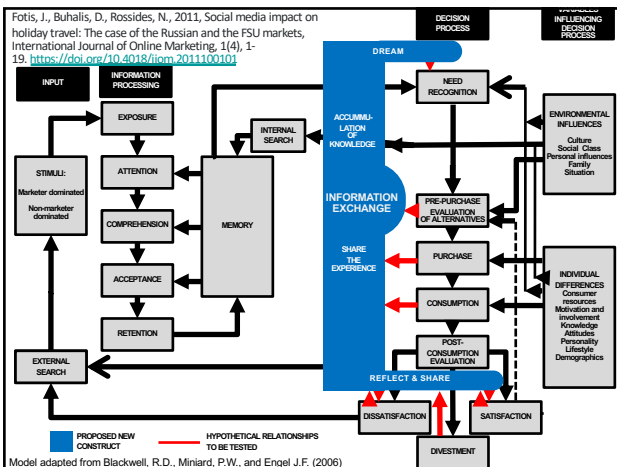
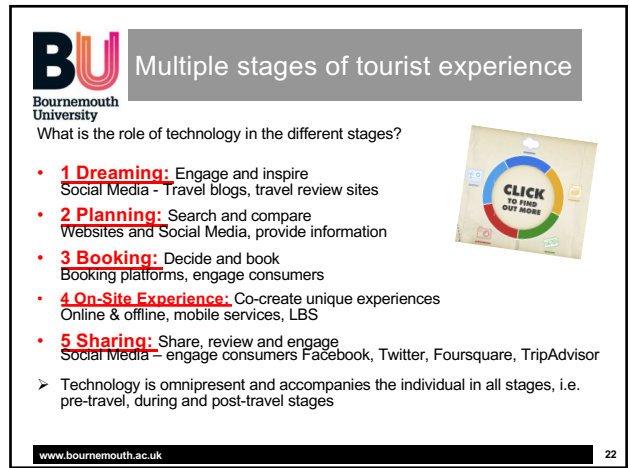
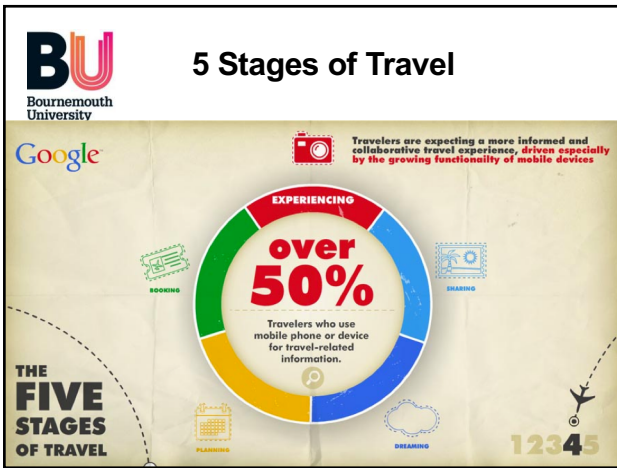
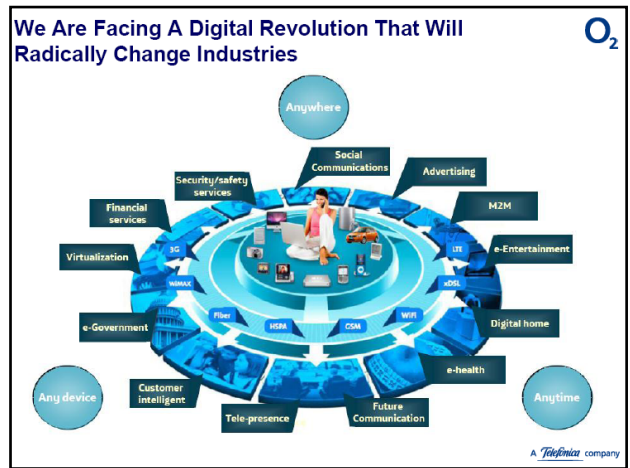
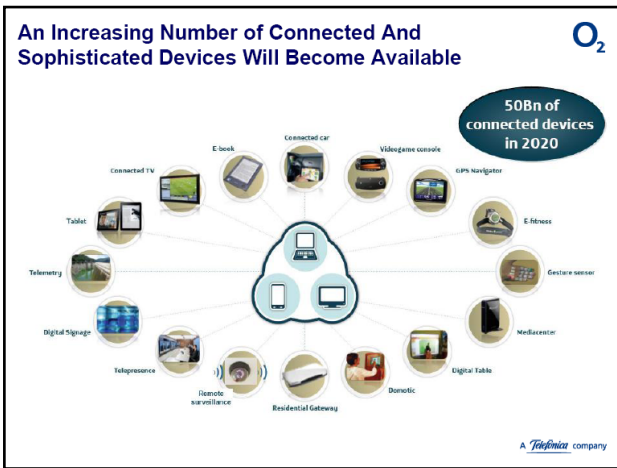
Where are we
now

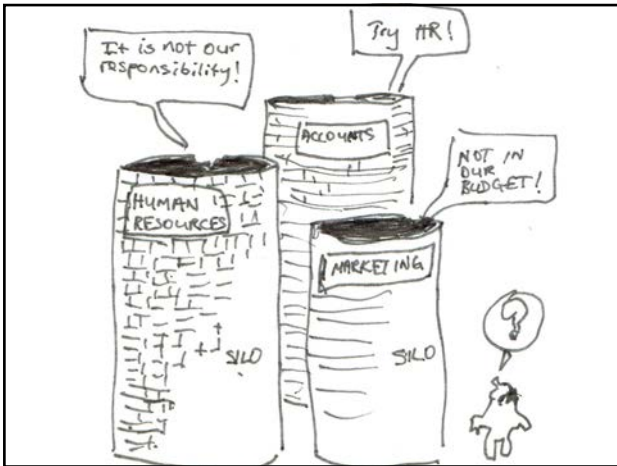
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Technology driven tourism by smart Travellers looking for VALUE

- Personalisation of services
- Contextualisation and engaging
- Co-creation of experiences
- Instant gratification
- Shares experiences
- Engage with new technologies
- Control of own experience
- Personalisation across all stages of travel
 - Pre-travel: Make informed decisions
 - During: Convenience, real-time engagement, feedback
 - Post-travel: sharing travel experience & reviews

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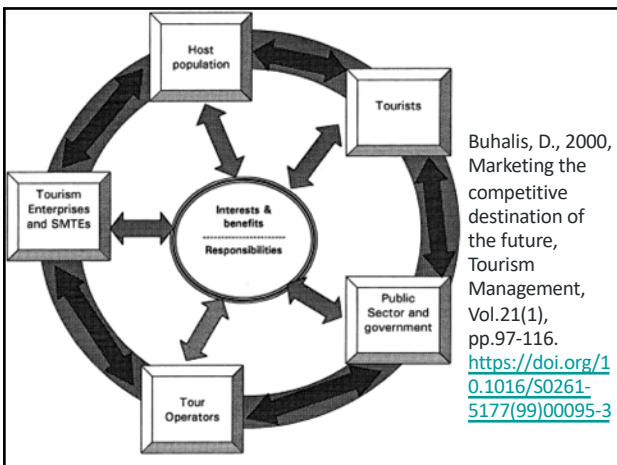
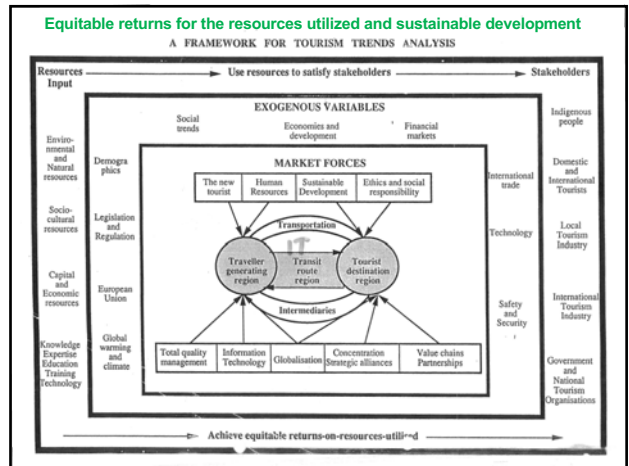


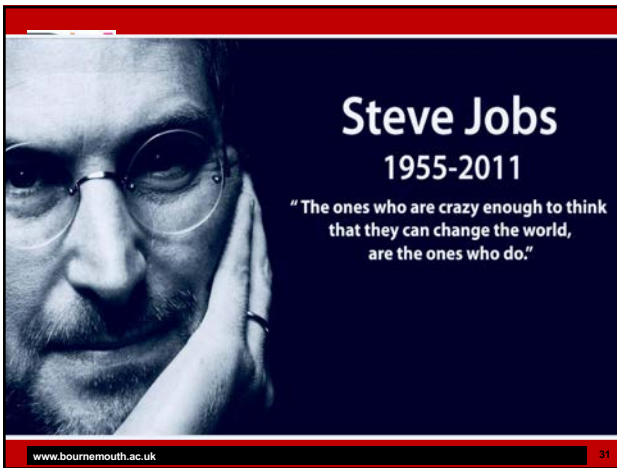


Destinations

1. Competitive advantage
2. Destination differentiation
3. Enhanced reputation & maintaining destination image
4. Nurturing new business models –Innovation & investment
5. Resource optimisation especially urban assets
6. Reimagining DMOs

Source: Kieran White





SMART NESS

Smartness takes advantage of interconnectivity and interoperability of integrated technologies to reengineer processes and data in order to produce innovative services, products and procedures towards maximising value for all stakeholders.

This reengineering enables shaping products, actions, processes and services in real-time, by engaging different stakeholders simultaneously to optimise the collective performance and competitiveness and generate agile solutions and value for all involved in the value system.

Smartness is the glue of interoperable, interconnected and mutually beneficial systems and stakeholders and provides the infrastructure for the value creation for all.

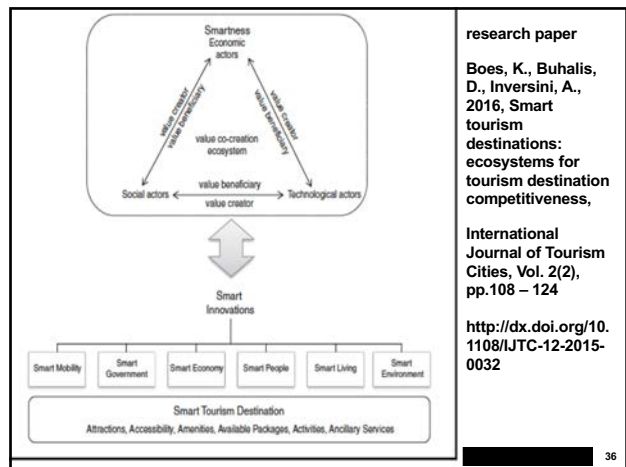
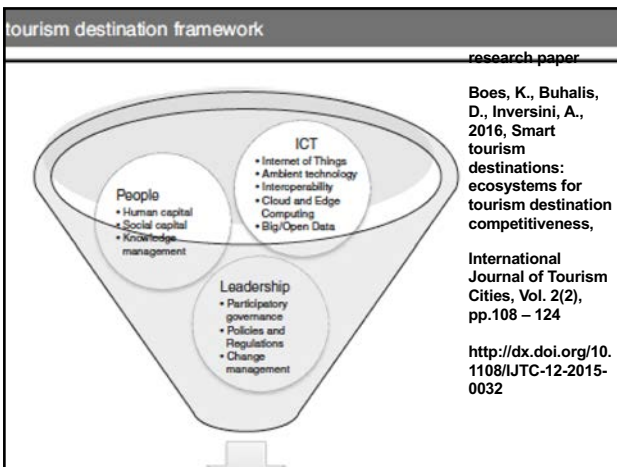
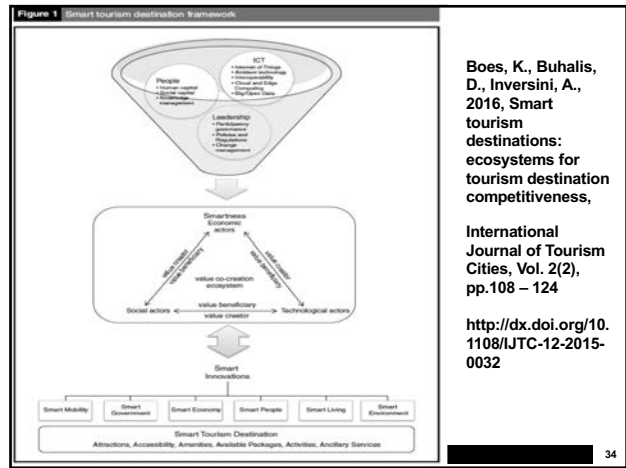
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Table 2 Tourists' expectation on personalised services

Dimensions	Phases		
	Before	During	After
Transportation	1. Planning: navigation and information (duration, types of transportation, schedule and fare) 2. Recommender system: trail package and offerings 3. Time savings: booking, check-in	1. Real-time schedule 2. Personalised greetings 3. Personalised meals 4. Suggest alternative 5. Universal card	1. Feedback loop 2. Promotional update 3. Luggage finder
Accommodation	1. Planning: navigation and information (location, reviews, room type, price and surrounding events) 2. Time savings: booking and check-in 3. Personalised welcome message	1. Personalised welcome message 2. Awareness on customer preference 3. Personalised customer service 4. Room control over customer services	1. Feedback loop 2. Promotional offers 3. Maintaining engagement 4. Post customer service
Gastronomical	Information (special dietary, variety of meals, navigation, food ingredients and restaurant information)	1. Integration service 2. Real-time information: customer awareness and social context	1. Promotion 2. Prolong engagement
Attraction	1. Recommender system 2. Information provider	1. Co-creation through digital maps 2. Real-time information 3. Information on surrounding events	1. Sharing platform 2. Prolong experience 3. News update 4. Recommender system
Ancillaries		1. Navigation 2. General information 3. Instantly exchanging information	

Buhalis, D., Amaranggana, A., 2015, Smart Tourism Destinations Enhancing Tourism Experience through Personalisation of Services, in Tussyadiah, I., and Inversini, A., (eds), ENTER 2015 Proceedings, Lugano, Springer-Verlag, Wien, ISBN:978331914342 2, pp.377-390
<http://goo.gl/C6pHwv>

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SMART NESS


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Automation and Information Technology
Digitization
Evolution
Social media
Reservations

GLUE of
Interoperable and interconnected networks
mutually beneficial systems
Real time, dynamic and adaptive
Customised, individualised, contextualised
Collective competitiveness and coordination
value creation for all stakeholders




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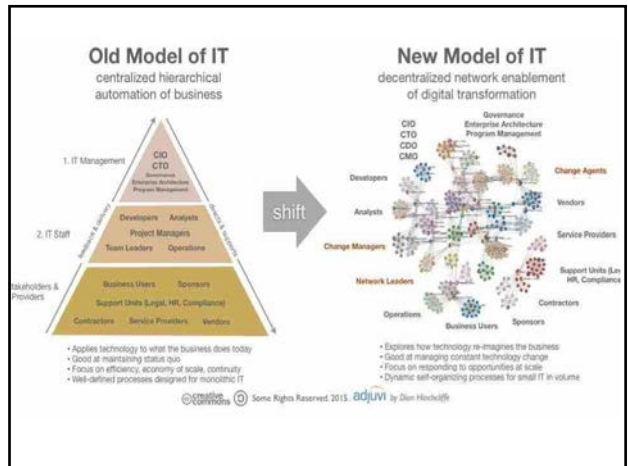
smartness and agility towards value co-creation and competitiveness building at the destination level as a network

- Networks: Interoperability and interconnectivity
- Internet of Things and Internet of Everything
- Sensors and Beacons
- Big Data and Data Analytics
- Social Media, Web 2.0 and User Generated Content
- Technological enablers for the hospitality industry
- Service Dominant Logic -Value co-creation of experience
- The concepts of co-creation and cooperation

Data and Technology: the backbone



<h3 style="color: blue;">Internet of Things</h3> <p>Inter-networking & communication</p> <p>Sensing information intelligently</p> <p>Dynamic & heterogenous</p>	<h3 style="color: blue;">Open Data</h3> <p>Freely used, re-used and re-distributed</p> <p>Accessible in convenient forms</p> <p>Inter-operable with other datasets</p>	<h3 style="color: blue;">Big Data</h3> <p>Useful in predictive & user-behaviour analytics</p> <p>High volume & variety Real-time</p> <p>Relies on Machine Learning & cloud computing Internet of Things</p>
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Key players in Smartness

<h3 style="color: green;">TOURISM</h3> <p>Borders Accommodation Restaurants Entertainment Sports Retail Transport</p>	<h3 style="color: green;">TECHNOLOGY</h3> <p>Telecommunications Gatekeepers such as Facebook, Google and Amazon Mobile app developers Digital platform developers CCTV providers</p>	<h3 style="color: green;">OTHER</h3> <p>Local Governments/Council Police Destination Management Organisation Business Improvement District Utility service providers (for example energy, water) Transport providers Banking & finance institutions Universities & Research Organisations</p>
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LOCAL RESIDENTS & TOURISTS

NON Smart Traveller

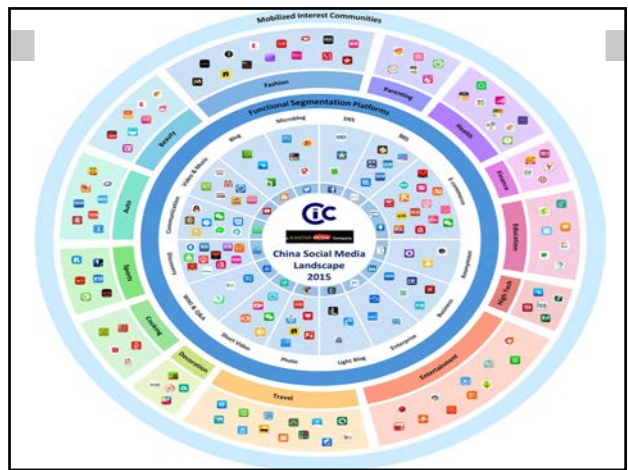
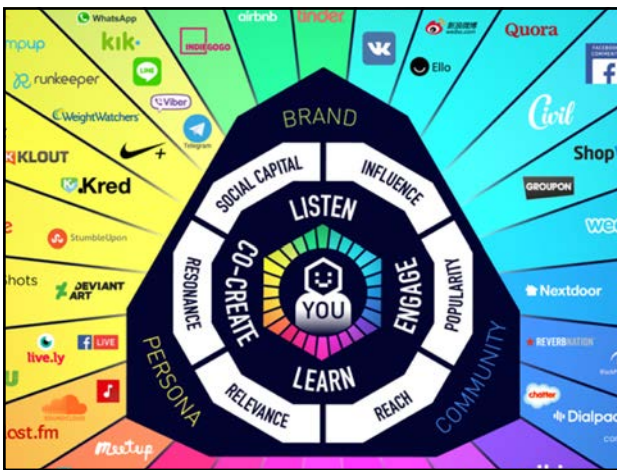
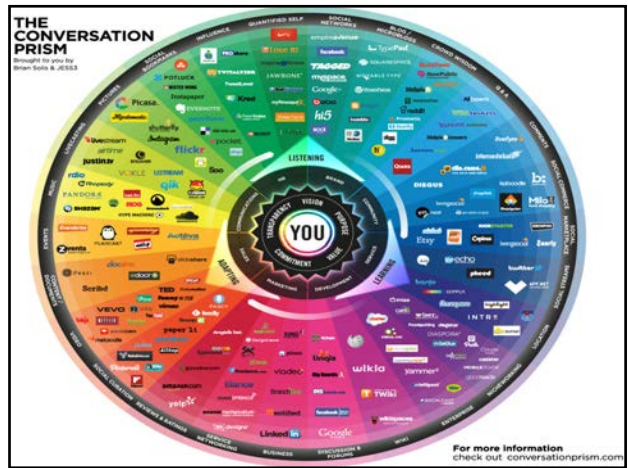
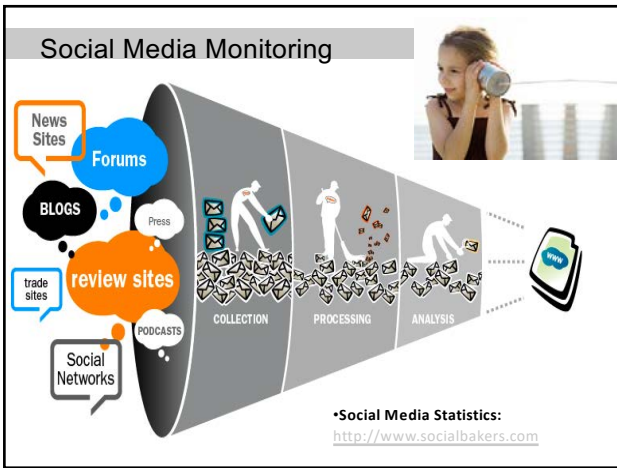
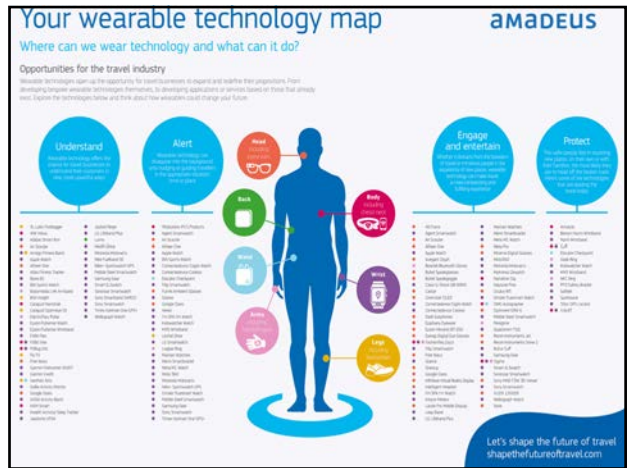
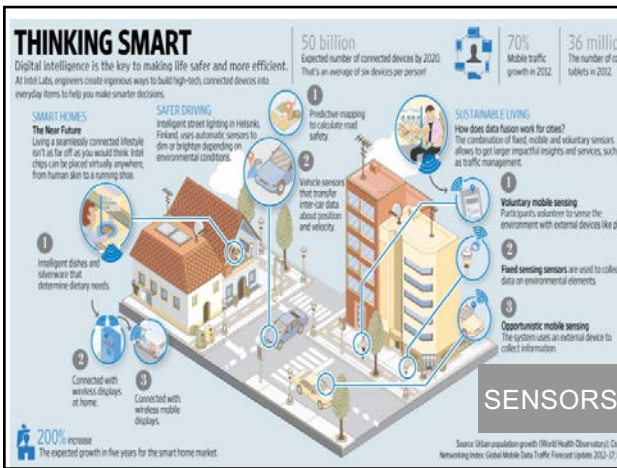
- Confused
- Unfamiliar environment
- Barriers such as language or mobility needs

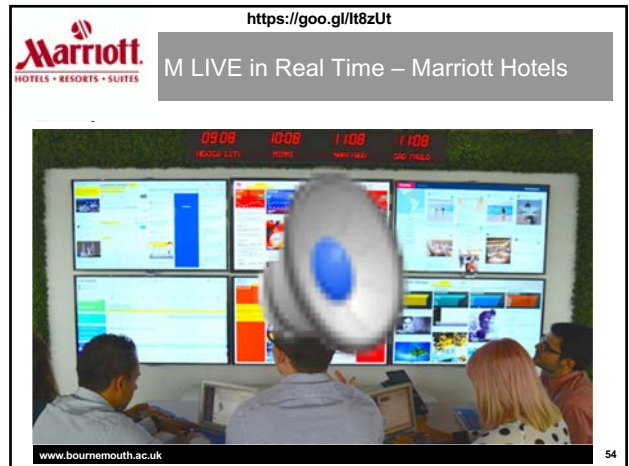
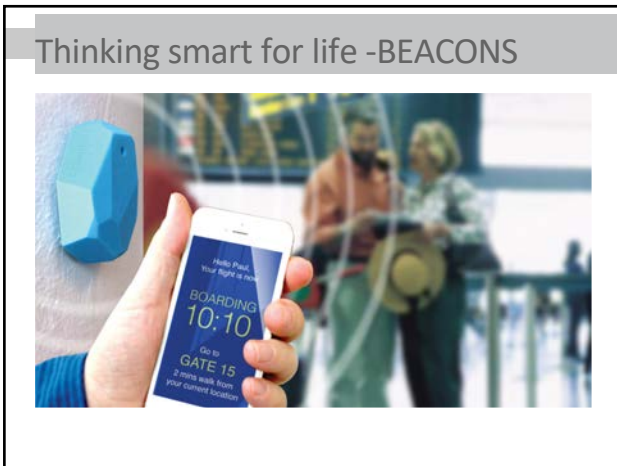
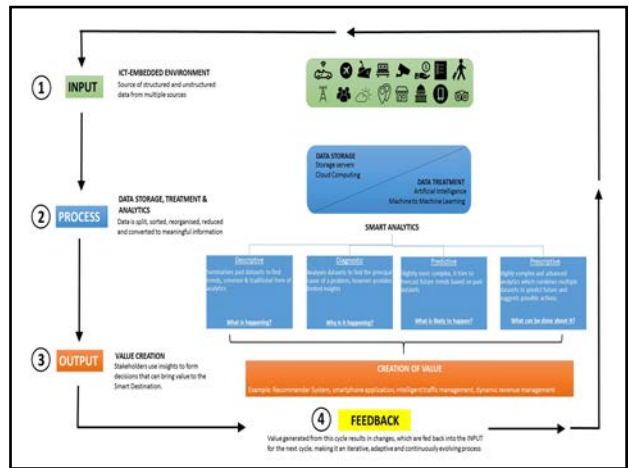
Smart Traveller

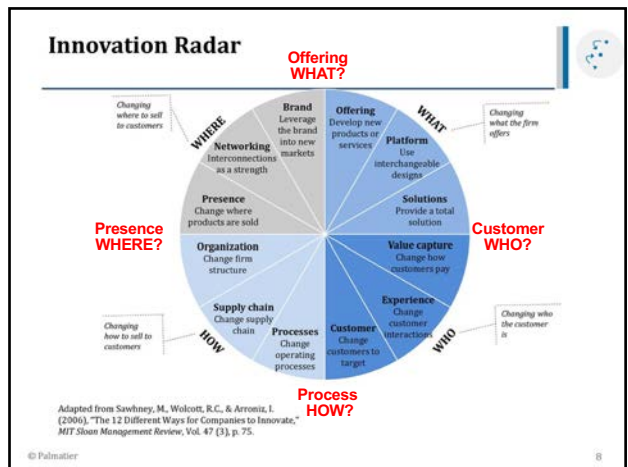
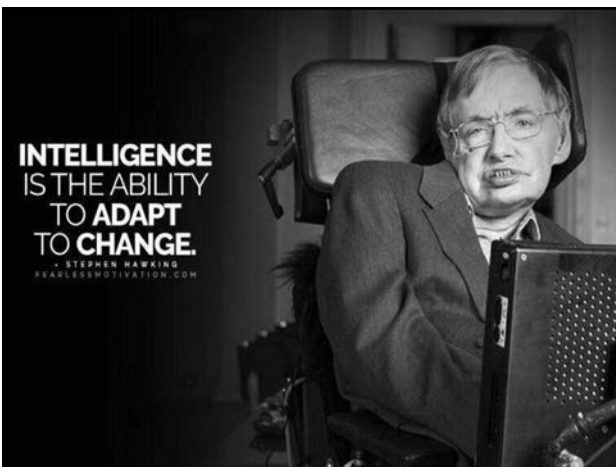
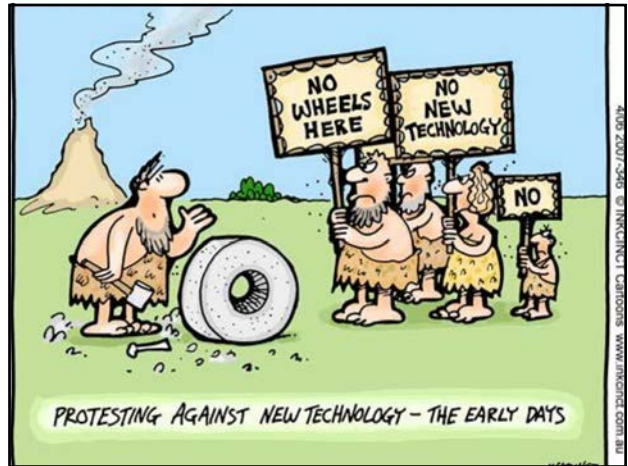
- Personalised & contextualised services
- Engage & explore
- Authentic & immersive experience
- All stages of travel

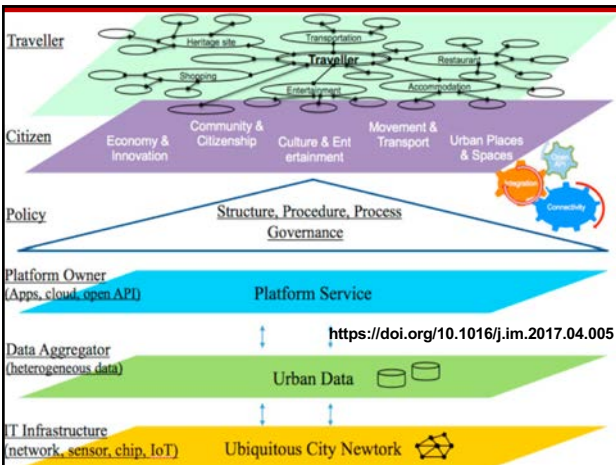
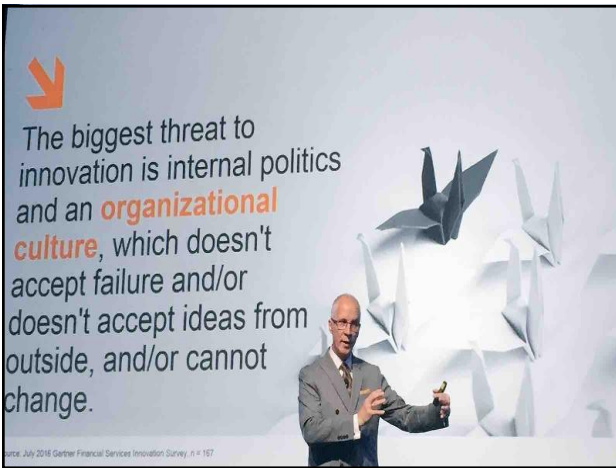
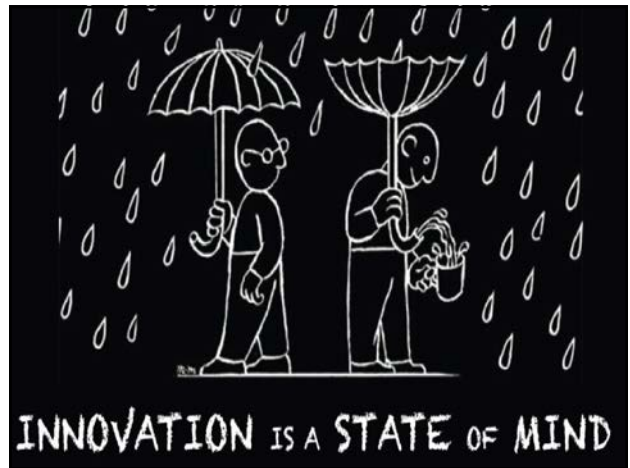
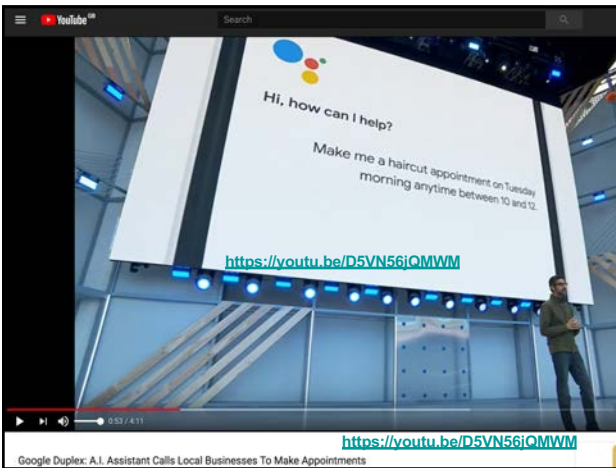


- User Generated Content
- Influence brand reputation
- Impacts destination
- World of Mouth





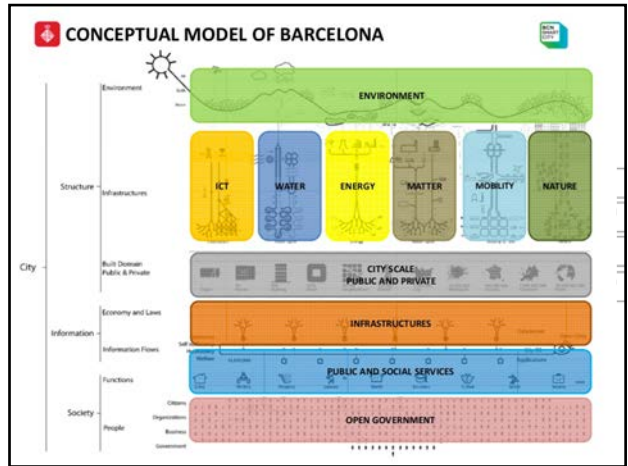
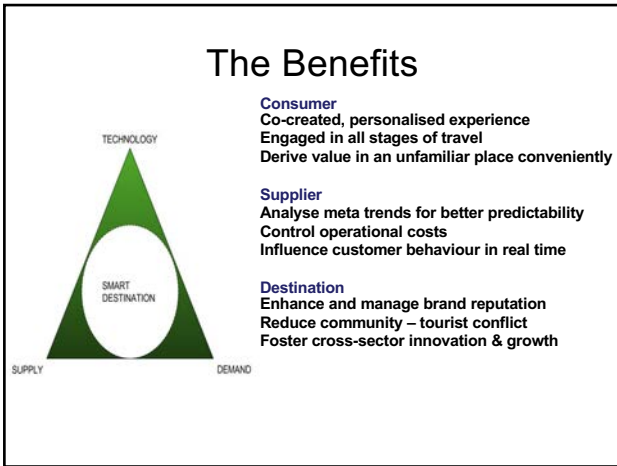




Smart tourism destination management has become **more complex** since current developments in technology have empowered the collective integration of resources for value co-creation by all actors within the smart tourism destination ecosystem.

Smart tourism refers to the **fastness** and the **value** of co-creation, which requires collective leadership constructively engaged with the **local community** by ensuring a **highly representative participation and deliberation process** and regularly monitored action plan.

Kim Boes, Dimitrios Buhalis, Alessandro Inversini, (2016) "Smart tourism destinations: ecosystems for tourism destination competitiveness", International Journal of Tourism Cities, Vol. 2 (2), pp.108-124, <https://doi.org/10.1108/IJTC-12-2015-0032>



Smart Tourism Destination

- Interconnect multiple stakeholders
- Dynamic ICT platform
- Real-time information exchange
- Enhanced decision-making

(Buhalis & Amarangana 2015)

Buhalis, D., Amarangana, A., 2015, Smart Tourism Destinations Enhancing Tourism Experience through Personalisation of Services, in Tussyadiah, I., and Inversini, A., (eds), ENTER 2015 Proceedings, Lugano, Springer-Verlag, Wien, ISBN:9783319143422, pp.377-390

"The future of tourism development"
(UNWTO Secretary General Taleb Rifai 2017)

Smart Tourism Ecosystem

Interoperability of systems in real-time

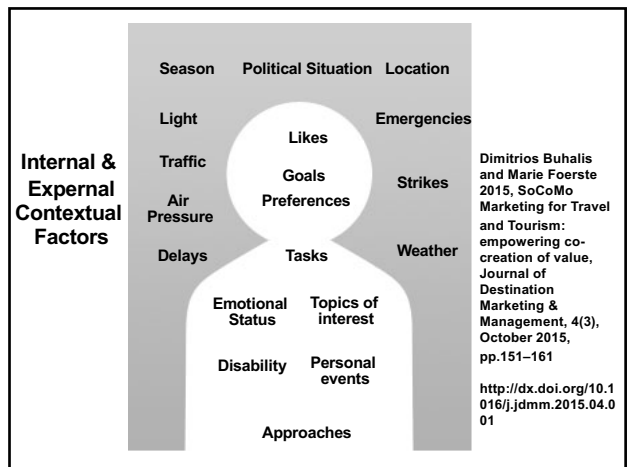
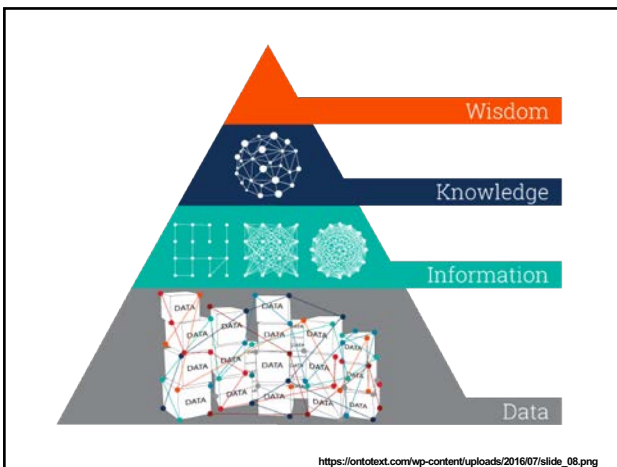
Technology is the means to an end, not the solution
Enabled by Big Data, IoT and Open Data

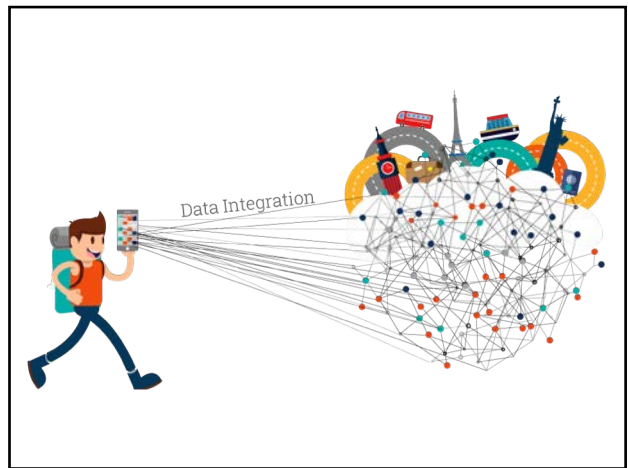
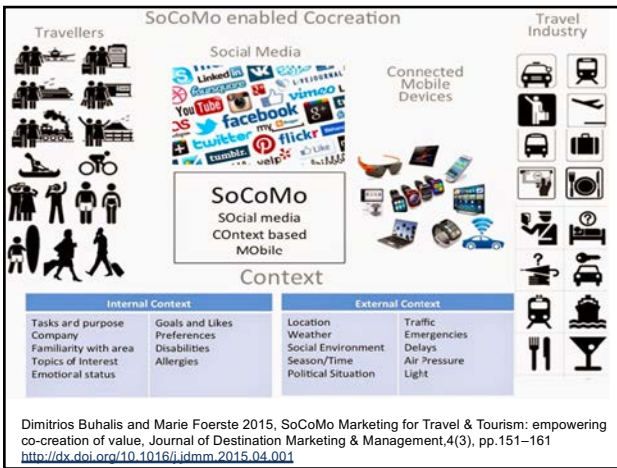
Enhancing positive experiences, removing negative factors through co-creation

Deriving value through marketing

All elements are pushed through with an agile mindset

Destination > Individual businesses





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